

The Impact of *Social Media Marketing, Word of Mouth* and *Brand Image* on Shopee Consumer's Purchase Intention in Yogyakarta

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ABSTRACT

The research aims to know the Impact of Social Media Marketing, Word of Mouth and Brand Image on Shopee consumer's purchase intention in Yogyakarta. The method of sample determination uses a non-probability convenience sampling method. An example of this study is that there are 150 Shopee consumers in Yogyakarta. Data collection uses a survey method based on questionnaires. The results show that social media marketing and word-of-mouth have partially affected consumers' purchasing intentions, while brand image has not. Simultaneously Social Media Marketing, Word of Mouth and Brand Image affect purchase intention of consumers. Suggestions that can be used as input for Shopee are to always pay attention to and strengthen the Word-of-Mouth variable as the most dominant variable in influencing on Shopee consumer's purchase intention in Yogyakarta, by always maintaining customer satisfaction in using its services.

Keywords: Brand Image, Consumer's Purchase Intention, Shopee, Social Media Marketing, Word of Mouth

JEL Classification: M00, M10, M19

INTRODUCTION

Competition in the business world is getting tougher today, the business environment is also always changing and developing rapidly. This requires companies to always be responsive in the face of current business developments and competition. To be able to win the competition, the company must be able to always attract consumers to want to buy the products and services offered by the company. Companies must always implement the right marketing strategy in order to be able to maintain consumer's purchase intention.

One of the marketing strategies that is currently a trend is using Social Media Marketing. With the increasingly widely available internet network, it is easier for companies to promote the products and services they offer. With Social Media Marketing, companies can introduce their products and services more easily at a lower cost through online media, their market reach is also getting wider. From the results of research from Mangido Asi and Hasbi (2001), it was found that Social Media Marketing had a significant effect on buying interest. From the results of Dahmiri's research (2020) it was found that Social Media Marketing had a significant effect on buying interest.

In addition to using Social Media Marketing, companies can also take advantage of the Word-of-Mouth strategy to win the competition. Word-of-mouth (Kotler and Keller, 2009) is a communication process in the form of individual or group recommendations for products or services for the purpose of providing personal information. Word-of-Mouth can be in the form of comments or recommendations that are shared by customers based on the experience gained and have a strong impact on the decisions of other parties. From the research result by Juniantoko and Supriono (2017) show that word-of-mouth has a positive and significant impact on buying motivation.

In addition to Social Media Marketing and Word of Mouth, companies must also pay attention to their brand image. A good brand image in the minds of consumers will be able to increase consumer confidence so that it can generate buying interest. Tjiptono (2011) states that brand image is a series of associations that are perceived by individuals over time, as a result of direct or indirect experience of a brand. From the research results of Mangido Asi and Hasbi (2021), the results show that Brand Image has a significant effect on buying interest

Currently, there are more and more internet users, some are using internet media to find learning resources, promotional media, information sharing media, online business facilities and others. In Indonesia itself is currently developing business trends and online shopping. Online shopping is increasingly in demand because it is considered more practical, saves time and costs, and is not as complicated as shopping offline. Currently, the interest in online shopping is getting higher, so that gradually there is a shift in consumer shopping behavior from off line, to online shopping.

Online commerce, also known as e-commerce, has become increasingly popular lately. E-commerce according to Kotler and Keller (2009) is a company or site offer for transactions and online sales of products and services. The emergence of many online shopping application providers in Indonesia today, accompanied by the high number of visitors to these applications, shows the high consumer's purchase intention to make online shopping transactions.

One of the most popular online shopping applications in Indonesia today is Shopee. Shopee's monthly visitors during 2018 were more than 38.8 million visitors, ranking 3rd as the top 5 e-commerce in Indonesia. The Shopee application is ranked 1 in both the

App Store and Google play store. Now Shopee has 41 thousand Twitter followers, 1.1 million Instagram followers and 13.2 million followers on Facebook (iPrice.co.id, 2018), in the first quarter of 2021 Shopee is ranked 2nd with the most visitors, 127 million. Tokopedia ranks first with 135 million visitors (sirclo.com). With a fairly high number of visitors, it shows that Shopee is able to generate consumer interest in visiting its social media marketing. This is expected to increase consumer's purchase intention from Shopee consumers. This study aims to determine the effect of Social Media Marketing, Word of Mouth and Brand Image on Shopee consumer's purchase intention in Yogyakarta.

LITERATURE REVIEW

Purchase Intention

Purchase intention is a plan to make a purchase of a product after consumer preferences are formed which may lead to buying interest (Kotler and Keller, 2012). Buying interest according to Mehta (1994) is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make purchases. According to Assael (2001), purchase intent is the tendency of a consumer to buy a brand or take action in connection with the purchase, and is measured by the consumer's likelihood of buying. Purchasing intent is a phase in which respondents tend to act before the purchasing decision is actually implemented. Interest is a tendency to be interested or compelled to pay attention to an item or activity in certain fields (Taam Hapsari, 2021).

According to Abdullah (2003), buying interest is a component of consumer behavior in consuming, the tendency of respondents to act before the buying decision is actually implemented. Buying interest is a consumer's self-instruction to make a purchase of a product, plan, take relevant actions such as proposing, recommending, choosing, and finally making a decision to make a purchase. To measure buying interest, buying interest is identified through indicators. as follows: transactional interest, referential interest, preferential interest (Ferdinand, 2006).

Social Media Marketing

According to Armas, R., & Abdullah (2015) social media marketing is marketing using online communities, social networks, marketing blogs and other media via the internet. With social media marketing, companies will be able to introduce their products to potential customers, readers or other supporters. Arianty and Julita (2019) study found that social media apps enable businesses to grow their business by maintaining good customer relationships and expanding market access. According to Arif Rohmadi of Arianty and Siregar (2021), the factors that influence social media are: Get information, Build friendships, Community building, Branding, Advertising, and social activities

According to Gunelius (2011), social media marketing is all used to create awareness, referrals, reminders, and actions for brands, companies, products, people, or other things created with the help of tools. Form of direct and indirect marketing. Packaged on the social web. Social media marketing is using social media as a marketing channel. There are four elements that serve as a dimension to the success of social media marketing:

1. Content creation, interesting content is the cornerstone of social media marketing strategy. The content generated must be attractive to the target consumer to be trusted and must reflect the character of the company.
2. By sharing your content with social communities and sharing your content, you can expand your corporate network and expand your online audience. Sharing content can lead to indirect and direct sales depending on the type of content you are sharing.

3. Connecting, social networking allows a person to meet more people and the relationship that exists between the sender and recipient of the message. Large networks can build relationships that can lead to bigger businesses. Social networking requires ensuring honest and attentive communication.
4. Community building, a social network, is a large online community in which technology enables interaction among people around the world.

Word of Mouth

Kotler and Keller (2012) stated that word-of-mouth is a process of communication in the form of individual and group recommendations for a product or service aimed at providing personal information. Word-of-Mouth may take the form of opinions or recommendations shared by customers based on their experience of significantly influencing the decisionmaking of other parties. There is also an opinion that Word of Mouth as a method of communication between two people is non-commercial and without benefits in business (Taylor et al, 2012). According to Mowen and Minor (2002), reviews are an exchange of comments, thoughts, or ideas between two or more consumers, neither of which is a marketing source. Word of mouth is formed from two sources: reference groups and opinion leaders. According to Peter and Olson (2000) that a group consists of two or more people who interact with each other to achieve the same goal, and have the same background and are not legal entities. Family, close friends and co-workers are the most important group.

Communication through Word of Mouth has a strong influence on buying behavior, and has a short- or long-term assessment (Heer et al, 1991). Doods et al (1991) stated that the recommendation from someone in the buying process is very important, because it can influence someone to make or not make the buying process. Word-of-mouth is a communication process in the form of individual or group recommendations for products or services aimed at providing personally identifiable information. To measure the Word-of-Mouth variable, according to Babin and Barry (2005), the following indicators can be used: Talking, Recommending, and Encouraging.

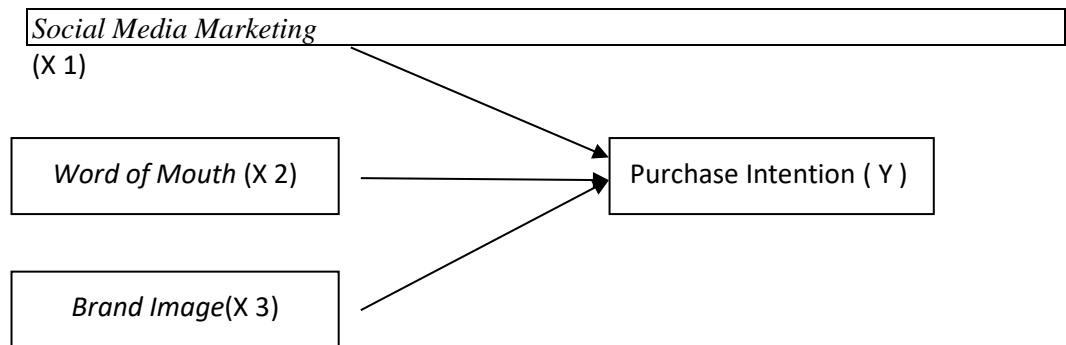
Brand Image

Tjiptono (2011) states that brand image is a set of associations that an individual perceives over time as a result of the brand's direct or indirect experience. According to Setiadi (2008) Brand image represents the overall perception of the brand and is formed from information and past experiences of a brand. Brand image is related to attitudes which are beliefs and preferences for a brand. Consumers who perceive a positive brand image of a brand are more likely to be interested in making a purchase. According to Aprilia in Arif and Syahputri (2021), Brand image is what businesses use to package their products in a way that provides an emotional experience and touches the consumer.

Kotler and Keller (2012) describe the brand image as a set of perceptions and beliefs by the brand's customers that is reflected in the relationships that exist in the customer's mind. When the brand image has been able to build the character of the product and provide a value proposition, then convey the character of the product to its customers in a unique way. This makes customers associate positive things in their thoughts when thinking about a brand. To measure the brand image variable according to Aaker (2010), the following indicators can be used: Recognition, Reputation, affinity.

Framework

Figure 1. Research Framework



RESEARCH METHOD

Data was collected using a survey method, namely collecting data using a questionnaire. The population in this study is all Shopee consumers in Yogyakarta, the sample is some Shopee consumers in Yogyakarta. The sampling method uses non- probability sampling using convenience sampling, which is a sampling technique where researchers have the freedom to choose who they meet (Cooper and Schindler, 2003). In this study, the sample taken amounted to 150 people.

In this study, the measurement of each variable used a Likert scale. The scale is divided into five parts or scale levels by giving a score of 1 (STS) to 5 (SS) for each statement item. Hypothesis testing in this study using multiple linear regression method using SPSS software for windows. This study will examine the effect of Social Media Marketing, Word of Mouth and Brand Image on consumer buying interest.

RESULTS

Researchers distributed questionnaires directly via google form. Researchers obtained 160 questionnaires returned, where after further recapitulation, there were 10 questionnaires that could not be processed further because they were incomplete. So only 150 questionnaires can be processed further.

The data analysis technique used in this study used multiple linear regression analysis techniques. Multiple linear regression is used to predict the magnitude of the relationship between the dependent variables, namely buying interest and the independent variables, namely social media marketing, Word-of-Mouth, brand image. Following are the results of multiple linear regression analysis which were processed using the SPSS 22 program.

Table 1. Multiple Linear Regression Results

Variable	Koef.regresi	t count	Sign	Description
<i>Social media marketing (X1)</i>	0,150	3,004	0,003	Significant
<i>Word of mouth (X2)</i>	0,141	3,930	0,000	Significant
<i>Brand image (X3)</i>	0,036	0,914	0,362	No significant
Constant = 4,913				
Adj R ² = 0,534				

F count = 8,711
Sign = 0,000

From the regression analysis results, it can be seen that the multiple regression equation has the following form:

$$Y = 4,913 + 0,150X_1 + 0.141X_2 + 0,036X_3$$

Based on this equation, it is known that the regression coefficient of social media marketing (X1), Word-of-mouth (X2), Brand image (X3) has a positive regression coefficient. If Social media marketing (X1) has an increasing influence, The Shopee consumer's purchase intention in Yogyakarta will also increase, and vice versa. If the word- of- mouth (X2) has an increasing influence, Shopee consumer's purchase intention in Yogyakarta will also increase, and vice versa. If the Brand Image (X3) is getting better and its influence increases, Shopee consumer's purchase intention in Yogyakarta will also increase, and vice versa.

For the F test, the results obtained a significance value of $F \leq 0.05$, this indicates that social media marketing, word of mouth and brand image collectively influence on Shopee Consumer purchase intention in Yogyakarta. From the results of the t-test of the Social Media Marketing variable, the results obtained a significance value of $t \leq 0.05$, this indicates that Social Media Marketing has a partial effect on Shopee Consumer purchase intention in Yogyakarta. In the t-test result of the Word-of-Mouth variable, the results with a significance value of $t \leq 0.05$, this indicates that the Word-of-Mouth has a partial effect on Shopee Consumer purchase intention in Yogyakarta. In the t-test result of the Brand Image variable, the results of the significance value $t \geq 0.05$, this indicates that the Word of Mouth does not partially affect the Purchase intention of Shopee Consumers in Yogyakarta.

DISCUSSION

The results of this research indicate that there is a positive and significant influence of Social Media Marketing, Word of Mouth on Shopee consumer's purchase intention in Yogyakarta. The stronger the influence of social media marketing through more interesting content, broad connections and good communication, the more Shopee consumers buy in Yogyakarta. Currently, the use of marketing media through Social Media Marketing is increasingly being used and chosen by companies. Ease of internet access and the wider internet network support marketing strategies through social media marketing, not only getting information about products through social media marketing, consumers can communicate and interact actively with other consumers, also easily obtain information about products being marketed through social media. Of course, the wider the range of connections, the more interesting the content displayed and the better the communication made on social media marketing, then this can create a sense of wanting to try and own the product or service that is being promoted there, so as to generate purchase intention from consumers. The results of this research support the findings of Mangido Asi and Hasni (2021) and Dahmiri (2020).

The results of this research also show the Word-of-Mouth has a significant positive impact on Shopee consumer's purchase intention in Yogyakarta. The more people who talk about Shopee positively, the more people who recommend Shopee, the more people who encourage buying through Shopee, the more it will generate and increase buying interest from consumers. A consumer tends to believe more in recommendations through word of mouth than formal promotions, because the recommender is believed to speak honestly, sincerely and not ridden by ulterior motives. In this study, word of mouth is the

dominant variable in influencing the buying interest of Shopee consumers in Yogyakarta. So, the main consideration for consumers is that there is a purchase intention at Shopee in Yogyakarta due to positive news about Shopee, recommendations and encouragement from friends, relatives and colleagues to shop through Shopee. For this reason, Shopee must maintain that there is always positive word of mouth about Shopee. The results of this study support the results of research by Juniantoko and Supriono (2017)

However, the results of this research indicate that Brand Image has a positive but not significant impact on Shopee consumer's purchase intention in Yogyakarta. So, the brand image has little influence in increasing on Shopee consumer's purchase intention in Yogyakarta. because the brand image of e-commerce platforms such as Shopee, Tokopedia, in the eyes of consumers is considered equal, so brand image is not the main consideration for consumers to generate on Shopee consumer's purchase intention in Yogyakarta. The results of this research do not support the results of study from Mangido Asi and Hasbi (2021).

CONCLUSION

According to the results of research and discussion, it can be concluded that there is a positive impact of Social Media Marketing, Word-of-Mouth on Shopee consumer's purchase intention in Yogyakarta, but the brand image has a positive but not significant effect on Shopee consumer's purchase intention in Yogyakarta. Simultaneously Social Media Marketing, Word-of-Mouth and Brand Image influence consumers purchase intentions.

Suggestions that can be used as input for Shopee are to always pay attention to and strengthen the Word-of-Mouth variable as the most dominant variable in influencing on Shopee consumer's purchase intention in Yogyakarta, by always maintaining customer satisfaction in using its services. For further research, other variables can be added to test on consumer's purchase intention.

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DECLARATION OF CONFLICTING INTERESTS

The author declares that there is no conflict of interest.

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